

# New Product Launch, Smart IDS

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## Abstracts

Smart IDs is a special format of the business that we select on the research basis and by doing survey in the market. The business involved in preparing special IDs for the students that will act as their student identity cards that can be used while entrance in university, leaving university etc. The cards use specific thumb impression of the students that are essential for their specific identity. In this final report we will focus on the main stages of the new product development for the Smart IDs in alignment with the operational, strategic and tactical levels. We will mainly concentrate on all phases involved in launching a Smart IDs in the university for the students that will include the stages as feasibility analysis, product and process specifications, prototype development, design review, market testing, product launch etc. We will include all stages with the proper alignment with the operational, tactical and strategic level of management so that to involve all type of the management for the successful implementation of our plan of launching Smart IDs. Cont... (2000 words of this report)

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